

1. An integrated transportation apparatus for enabling a plurality of independent entities including a plurality of shippers and a plurality of carriers to conduct business transactions relating to shipment of goods, each of said plurality of entities
5 having connection to a communication network, said apparatus comprising:

load posting means enabling a shipper to post information indicative of loads on a communication network;

load viewing means enabling a carrier to view said information indicative of said loads; and
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bid placing means enabling said carrier to place bids on said communication network for carrier-selected ones of said loads.

15 2. An integrated transportation apparatus according to Claim 1, wherein said load posting means further enables a plurality of shippers to place said information indicative of said loads on said communication network and said load viewing means further enables a plurality of carriers to view said information indicative of said loads.
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3. An integrated transportation apparatus according to Claim 2, further including evaluation means enabling said shippers to evaluate said bids and place information indicative of awarded
25 contracts for shipper selected ones of said bids on said communication network.

4. An integrated transportation apparatus according to Claim 3, further including confirmation means enabling said carriers to place information indicative of acceptance of carrier selected ones of said awarded contracts on said communication network.

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5. An integrated transportation apparatus according to Claim 2, wherein said bid placing means includes means, employable by said carriers, for placing time limits on said bids.

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6. An integrated transportation apparatus according to Claim 2, further including means for said carriers to find back hauls corresponding to said loads.

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7. An integrated transportation apparatus according to Claim 2, wherein said load posting means includes means for posting carrier requirements for said loads.

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8. An integrated transportation apparatus according to Claim 2, wherein said load viewing means includes means for searching said information indicative of said loads according to predetermined criteria.

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9. An integrated transportation apparatus according to Claim 8, wherein said predetermined criteria include one or more location criteria for at least one of source and destination of said loads.

10. An integrated transportation apparatus according to Claim 9, wherein said one or more location criteria include at least one of city, state, and zip code.

5 11. An integrated transportation apparatus according to Claim 9, wherein said one or more location criteria include radius information from at least one of city, state, and zip code.

12. An integrated transportation apparatus according to Claim 8, wherein said predetermined criteria include the type of material or goods to be carried.

13. An integrated transportation apparatus according to Claim 8, wherein said predetermined criteria include the type of carriage means required for said loads.

14. An integrated transportation apparatus according to Claim 2, wherein said information indicative of loads includes information that a one of said loads is a partial load.

15. An integrated transportation apparatus according to Claim 2, wherein said communication network is the Internet.

16. An integrated transportation apparatus according to Claim 15, wherein said information indicative of loads is placed on said Internet in a markup language.

17. An integrated transportation apparatus according to Claim 16, wherein said markup language is an extensible markup language.

5 18. An integrated transportation apparatus according to Claim 15, wherein said load posting means and said bid placing means include business to business integration as options.

10 19. An integrated transportation apparatus according to Claim 2, wherein said information indicative of one or more of said loads further includes information indicative of a preferred group of carriers, and said load viewing means restricts said viewing of said one or more of said loads to said preferred group of carriers.

15 20. An integrated transportation apparatus according to Claim 2, wherein said information indicative of one or more of said loads further includes information indicative of a preferred carrier, and said load viewing means restricts said viewing of said one or more loads to said preferred carrier.

20 21. An integrated transportation apparatus according to Claim 2, wherein said information indicative of one or more of said loads includes information indicative of required delivery times of said one or more of said loads.

22. An integrated transportation apparatus according to Claim 2, wherein said plurality of independent entities includes third party entities including at least one of logistics companies and freight brokers and wherein said integrated transportation apparatus includes means for said third party entities to find at least one of loads for said carriers and carriers for said loads.

23. An integrated transportation apparatus according to Claim 2, further including means for said shippers to send notification, via said communication network, to a preferred set of carriers to look at specific ones of said posted loads.

24. An integrated transportation method of enabling a plurality of independent entities including a plurality of shippers and a plurality of carriers to conduct business transactions relating to shipment of goods, each of said plurality of entities having connection to a communication network, said method comprising:

enabling said shippers to post information indicative of loads on said communication network;

enabling said carriers to view said information indicative of said loads; and

enabling said carriers to place bids for carrier selected ones of said loads.

25. An integrated transportation method according to Claim 24, further including:

enabling said shippers to evaluate said bids and place information indicative of awarded contracts for shipper selected
5 ones of said bids on said communication network.

26. An integrated transportation method according to Claim 25, further including:

enabling said carriers to place information indicative of
10 acceptance of carrier selected ones of said awarded contracts on said communication network.

27. An integrated transportation apparatus for enabling a plurality of independent entities including a plurality of shippers and a plurality of carriers to conduct business transactions relating to shipment of goods, each of said plurality of entities having connection to a communication network, comprising:

load posting means enabling said shippers to post information indicative of loads on said communication network, said
20 information indicative of loads including type of load, type of carriage means required, required delivery time and date, city, state, and zip code of point of origin of load, city, state, and zip code of destination of load and shipper requirements for said loads;

25 load viewing means enabling said carriers to view said information indicative of said loads, said load viewing means in-

cluding search means enabling said carriers to search for type of
load, type of carriage means required, required delivery time and
date, city, state, and zip code of point of origin of load, city
state, and zip code of destination of loads and back hauls corre-
5 sponding to said loads;

bid placing means enabling said carriers to place bids for
carrier selected ones of said loads on said communication net-
work, said bid placing means including means for placing time
limits on said bids;

10 evaluation means enabling said shippers to evaluate said
bids and place information indicative of awarded contracts for
shipper selected ones of said bids on said communication network;
and

confirmation means enabling said carriers to place informa-
15 tion indicative of acceptance of carrier selected ones of said
awarded contracts on said communication network.